



Architectural Faience

AN INTRODUCTION



FLIGHT INTO EGYPT

BY HOWARD B. BURTON

As exhibited at
METROPOLITAN MUSEUM OF ART
NEW YORK CITY
and executed in regular production by
FLINT FAIENCE & TILE COMPANY

a little book showing



Faience

and divers  KINDRED  tile
 pieces made quite by hand
and particularly adapted to 
USE  by  ARCHITECTS
 designers and workers gen-
erally   in BEAUTIFUL
 COLORS. Containing 
likewise many stimulating
hints toward  CREATIVE 
assembling of same with IM-
AGINATION  and effective-
ness  the which in its entirety
 is of AMERICAN  
 MANUFACTURE and
available (somewhat happily as
to   SYMPATHY of EXE-
CUTION and speed of delivery)
 by one of America's great
industrial organizations  
 through its subsidiary, the

Flint Faience & Tile Company
 Subsidiary General Motors Corporation

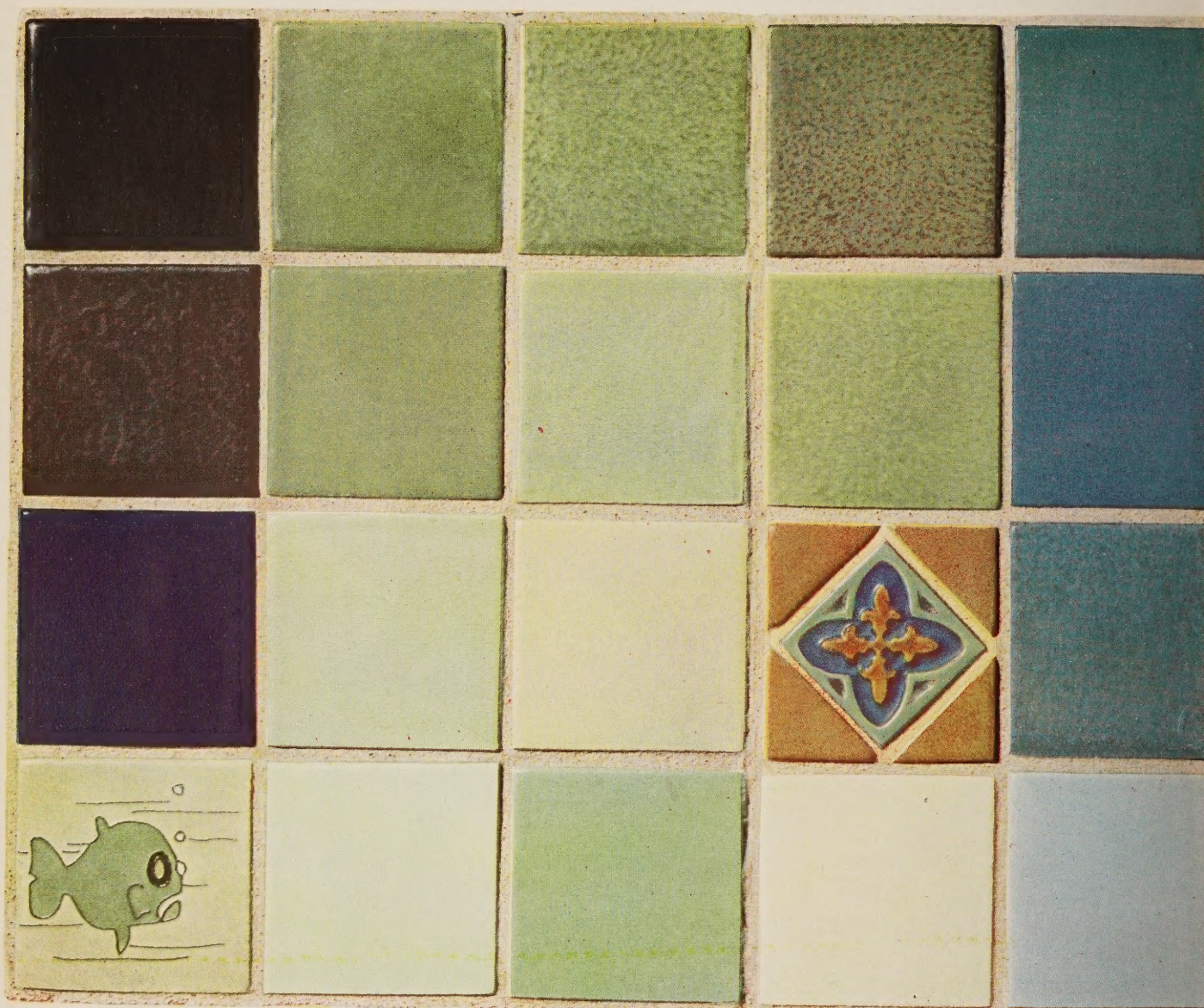


NEW YORK
 103 Park Avenue

CHICAGO
 1404 Tribune Tower

Main Office and Factory, Flint, Michigan

DETROIT
 502 Merchants Building
 BIRMINGHAM, ALA.
 644 Martin Building



F-4001
F-2502 Variable
F-2903
(Background) H-1016

F-3017
F-3035
H-1011 Ex. Variable
F-3020

F-2323 Variable
H-1010 Ex. Variable
H-1016 Ex. Variable
F-3018 Variable

F-2503 Ex. Variable
F-2313 Variable
(Corners F-2018)
F-3000

F-3039
F-3065
F-2332 Variable
F-3066

VARIABLE AND EXTREMELY VARIABLE: See general note on "Color Variation."

"F" COLORS are "STANDARD." Dependably uniform in their typical variation. Usable with each other on decorated tile. Standard minimum price.

"H" COLORS are high-fired, giving a special broken color effect of considerable variation in individual tiles, particularly in mouldings and special shapes. Standard minimum price.

"S" COLORS S-3900 and S-3901. "S" colors are special and priced higher than "Standard." S-3900, Flame

Red, subject to extreme variations and not available for decorated tile. Supplied in solid red as shown. Also supplied in red with blackened edge—shading of variable extent.

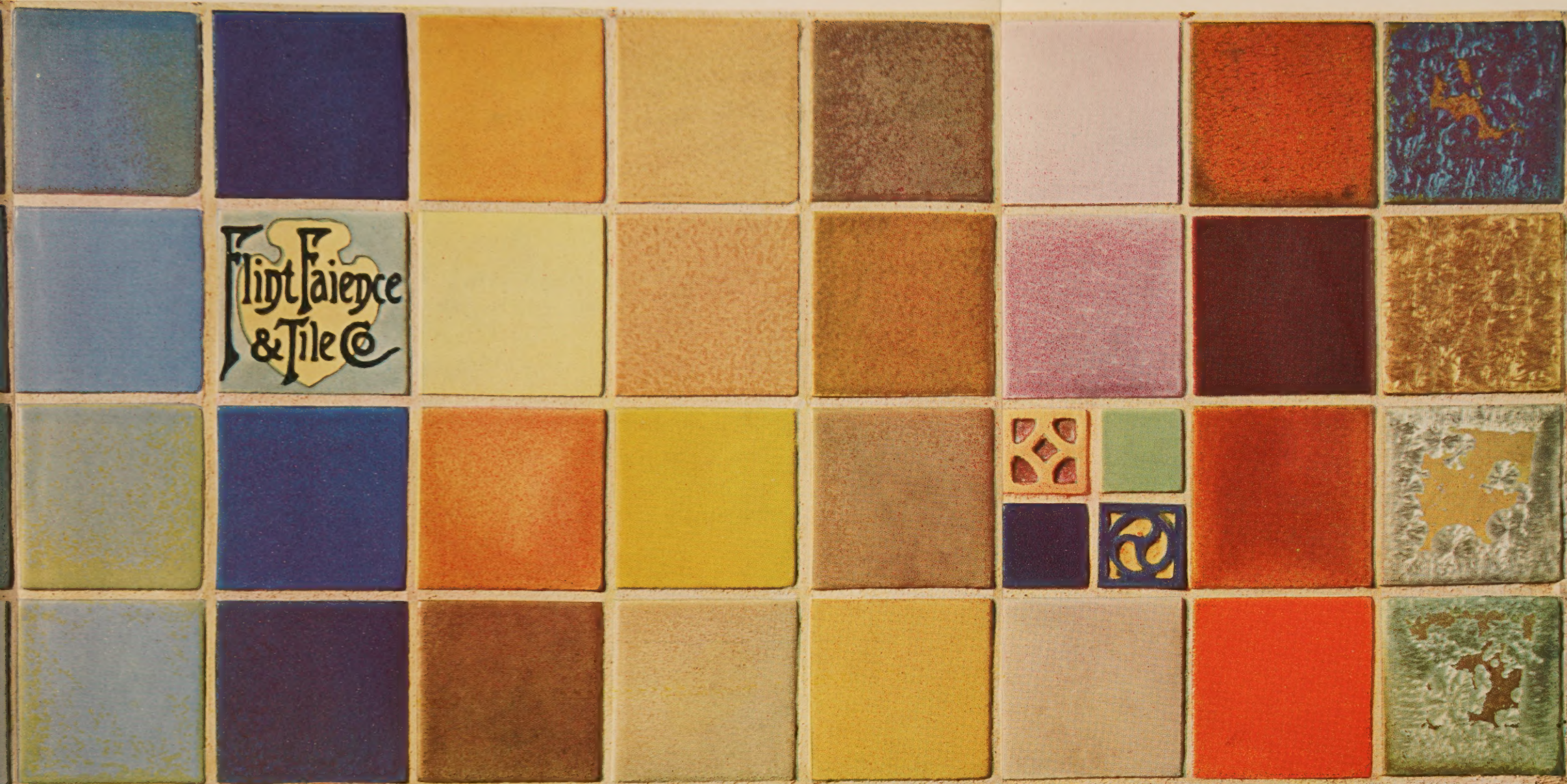
"W" CRYSTALLINE Series. Unique but extremely critical to produce. Not usable on decorated tile. Subject to widest variation. Price, three times "Standard."

OTHER COLORS: The Flint Faience palette embraces some hundred and more colors and shades other than those shown above. All are available for

work of special character or magnitude, some at standard and others at special prices.

PURE SILVER (metallic) available in mottled texture only. Price on plain tile seven times "Standard." in combination with certain limited colors only on decorated tiles, three times "Standard."

PURE GOLD (metallic) supplied in mottled texture only. Price on plain tile four times "Standard." on decorated units with certain colors only, two times "Standard."



H-1005 Ex. Variable	F-2023 Variable	F-3031	F-2305 Variable	H-1039 Ex. Variable	F-3036 Variable	S-3900 Ex. Variable	W-8701 } Ex. Variable
F-3055	(Decorated)	H-1024	F-2309 Variable	F-2307 Variable	F-3015	F-2710	W-8704 } Special
H-1051 Ex. Variable	F-3012	F-2018 Ex. Variable	F-2704	H-1047 Variable	(Plain F-3018 & F-2023)	F-2701	W-8709 } Crystalline
H-1008 Ex. Variable	F-2319 Variable	F-3013	H-1042 Ex. Variable	F-3501	F-1032	S-3901	W-8702 } Series
							See Note

COLOR VARIATION: General Note Regarding All Faience. All Faience varies. Neither color nor texture is monotonous. Such, of course, is the distinguishing and artistic quality of Faience, and especially a genuine handmade Faience—a true Majolica—which all Flint Faience products are.

Beyond the nominal and characteristic variation incidental to every Faience color, certain glazes are purposely fired to give variations of considerable range.

Such glazes are indicated for the guidance of those less familiar with our products.

A few other glazes exhibit still greater variation, such as Red S-3900 and the W-8700 crystalline series. These are marked as extremely variable ("Ex. Variable").

Flint Faience is produced under the best procurable ceramic engineering talent. Its variations, other than those desirable to give all Faience its artistic supremacy, are controlled within the minimum range known to the industry.

Tiles shown on this chart are standard $4\frac{1}{4}" \times 4\frac{1}{4}"$ units, photographically reduced in color direct from an actually mounted slab, and each is fairly representative.

DECORATED TILE COLORS: All "F" colors are usable interchangeably on decorated tiles. "H" colors, on account of special temperature conditions, have a limited use in combinations, and may affect adjoining colors on decorated tiles.

COST: Flint Faience tile is sold exclusively through established tile contractors from whom the installed cost—which varies with transportation, labor, nature of the work, and other local conditions—can be obtained. Since

the cost of the tile is but one factor, the use of Faience over cheaper and less artistic tiles, or the use of special colors, does not proportionately affect cost of the completed installation.

FLOOR USE: For floor use, Black F-4001 is not recommended, nor is any glaze having a highly glossy surface. Use S-1501 matt-black, (not shown) or the brown-black F-2502, blue-black F-2023, purple-black F-2903, or silver-black (not shown) F-2021. Gold and silver are not suitable for floor use.

COLOR Printing

Ink pigment on special paper has done its best to suggest the depth of quality—the beauty and richness of the Flint Faience glazes.



Fired at 1900 to 2400 degrees, and with hand-dipped glaze of appreciable thickness, Flint Faience has a distinctive quality.

Other glazes than shown *although equally striking*, but whose individuality of texture, sheen, gloss or elusive crystallization, could not be caught by the color camera, had to be omitted—with regret.

Samples of our entire color palette in the actual tile themselves are on display at our branches and in the showrooms of representative tiling contractors.



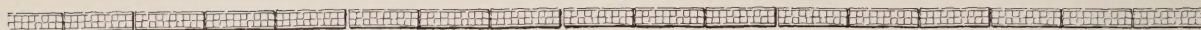
All glaze colors come from the fire with variation from tile to tile, it being impossible, of course, to show by a single tile the beauty characteristic of an assembled installation



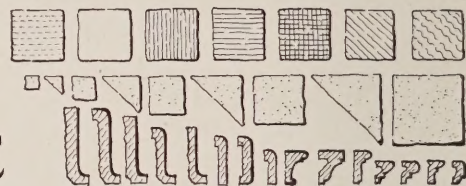


Flint Faience & Tile Company

Subsidiary General Motors Corporation of Flint Michigan



EVERY COLOR
in EVERY SIZE—
in EVERY SHAPE



(There are hundreds of them—not merely these)

In equally short time of delivery

These are innovations in the tile industry contributed by General Motors efficiency. In addition to a large choice of colors selected from our palette for production with especial promptness—well over a hundred other colors are as available, one color as another, one shape as another, one pattern as another, under a delivery timing of weeks, not months, in time to be of use on even a rush job. This leaves the architect free to design what he wants in the colorations he visualizes—not hindered by “stock” limitations.

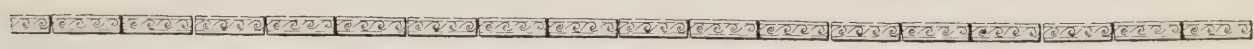


All Flint Faience
is decorated
by hand



A corner
of the Decorating
Department





UNCOVERing the VALUE of FAIENCE

*A major material, even
when color is not
to dominate*



To stimulate the imagination in the architectural use of Faience, is the primary aim of this booklet; cataloging of decorated tiles is but secondary. Obviously, we are leaving design to the profession itself. Faience can express practically any decorative surface, for color may be chosen—subtle as well as brilliant.



Flint Faience uses its own articulating sizes, readily arrangeable into any architectural motif. Our service is but an extension of your own draughting room. Draw or sketch your project as far as you care to and send it to us—indicating any governing color thought.



Our architectural department will start there and complete it for your approval.



$4\frac{1}{4}$ Decorated Tile No. 6911-1. 1 x 1 Flame Red S-3900.
 $4\frac{1}{4}$ Silver Gray Crystalline No. W-8709



Flint Faience has available some 150 plain colors. Hence exact color harmony is always obtainable. Flint Faience colors are fired, not for ceramic expediency, but for their decorative utility





Flint Faience & Tile Company

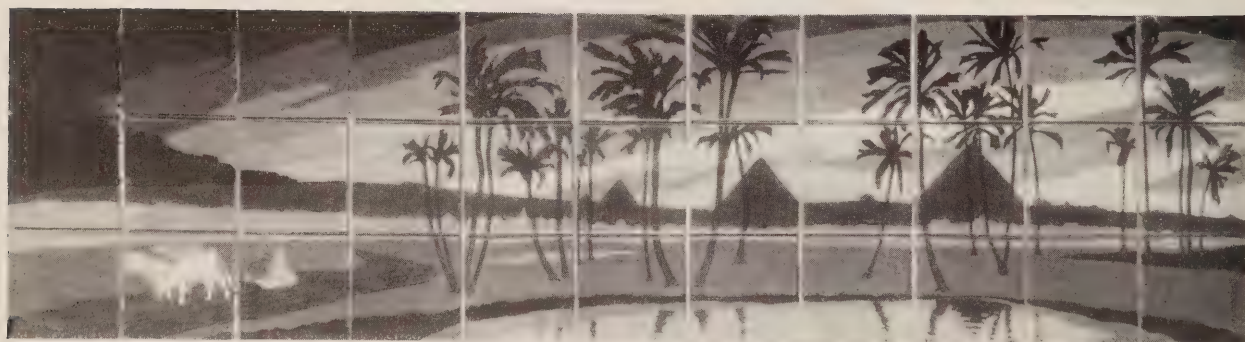
Subsidiary General Motors Corporation of Flint Michigan



At right—
Unusually successful
use of blended color in
Faience. An automo-
bile showroom of over
10,000 square feet
area. Flint Faience
used



Below—
Panel, "Agriculture—
Egypt." One of a
series for the Wheats-
worth Company,
Hamburg, N. J. De-
signed and executed
by the Flint Faience
& Tile Co.





COLORS at your FULL OPTION

Decorated tiles no longer "stock" but colored in detail as ordered

At the right is a single tile reproduced in twelve colorations, a smaller tile in twelve. This serves to illustrate the full color-option. Thus, harmony is always obtainable, for color "almost" right never is; it is wrong. Our palette of some 150 colors allows the finest of gradation in color selection. Even when merely specified "colors to harmonize," our service, either complete or collaborative, will take care of this harmony. Only excepted from the above complete color-option are special glazes burned at extremely high temperatures, making combination ceramically impossible. These exceptions have been indicated on the folded color chart in the front of this booklet.



$4\frac{1}{4}$ Decorated tile No. 6501 in the following colorations:

- 8	-10	-19	(also 1 x 1 tile
- 7	- 1	-13	No. 6773 in 10
-20	-31	-34	colorations)
-23	- 9	-11	



Minor colorations in decorated tiles or in large color schemes can safely be entrusted to us. We maintain a competent staff to guarantee the high quality of our work—your protection

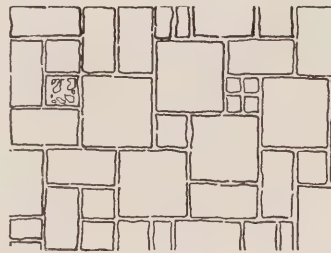




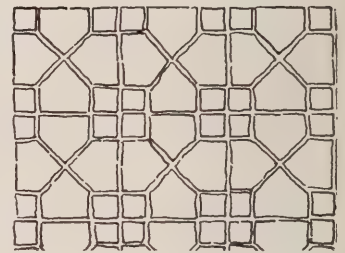
For IMMEDIATE DELIVERY

For projects requiring a
high-class unglazed
tile in a hurry

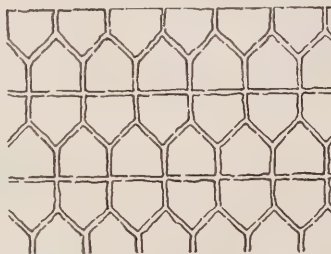
Vitrocraft (or unglazed tile) is carried in stock. These four patterns, built up from standard shapes, are typical of what may be accomplished with this all-purpose tile. It requires but a short time to assemble and pack any ordinary quantity of this inexpensive but high-class material.



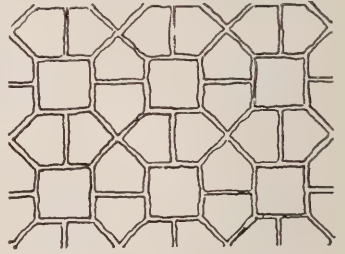
Pattern "Ranciez"
—unit 6" and smaller



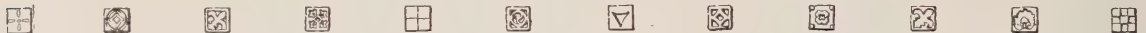
Pattern "Novarra"
—unit 4 1/4" Brickpoint and 2"



Pattern "Septova"
—unit 4 1/4" Brickpoint

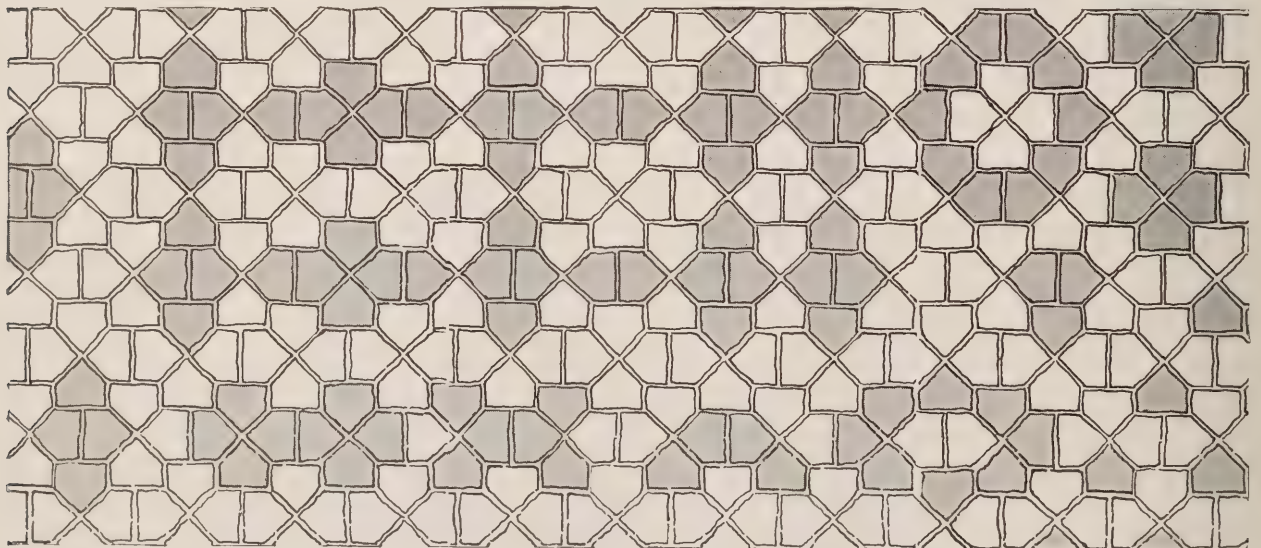


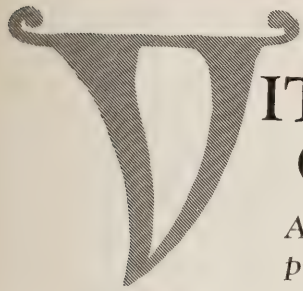
Pattern "Decenza"
—unit 4 1/4" Brickpoint and square



Darks and Lights as modifying Floor Patterns
















The non-slip quality of Vitrocraft is available in a series of buffs and browns. But the effects obtainable by arrangement of shades—dark and light—are without number. Below is one single shape—the "brickpoint"—assembled in our Octunis Pattern, yet making thirteen distinct designs merely by grouping of lights and darks.





Un glazed ITROCRAFT (Vitreous Grés)

*A low-cost answer to the
problem of appearance*

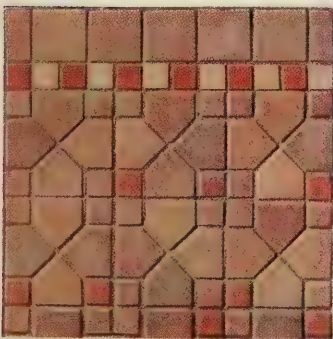
-  Non-slip
-  Frost-proof
-  Non-absorbent
-  Withstands public traffic
-  Inexpensive
-  Genuinely hand-made
-  Soft, restrained coloring
-  Individual and artistic
-  Interesting texture
-  Dignified appearance
-  Lowers accident hazard
-  Articulating stock sizes
-  Stock floor patterns . . . immediate shipment
-  Four color ranges available
-  Base cap and shapes available

Vitrocrafft (formerly called Vitreous Grés) is available in four color ranges here shown: dark range, light range, full range, and selected for uniform color.

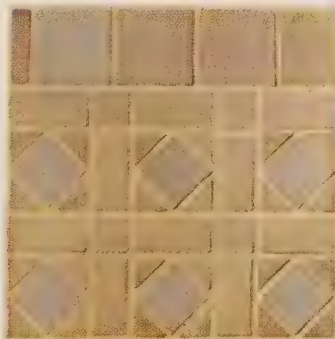
All are suitable for domestic and public floor use of every description. The selected light range type is particularly appropriate for banks, for lobbies of office and other public buildings, where it is in perfect architectural harmony with any wall treatment.



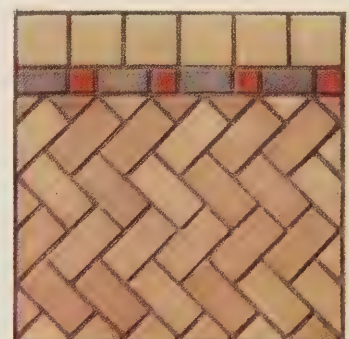
*Vitrocrafft: Field in Full Color Range, using Octunis Pattern,
Unit 4 1/4, with glazed Vitrocrafft Inserts*



*Field in Dark Color Range,
Novarra Pattern, Unit 4 1/4*



*Field in Selected Light Range,
Ferrara Pattern, Unit 4 1/4 and
6 x 2 (with light yellow mortar)*



*Field in Light Range 6 x 3 Her-
ringbone Pattern*

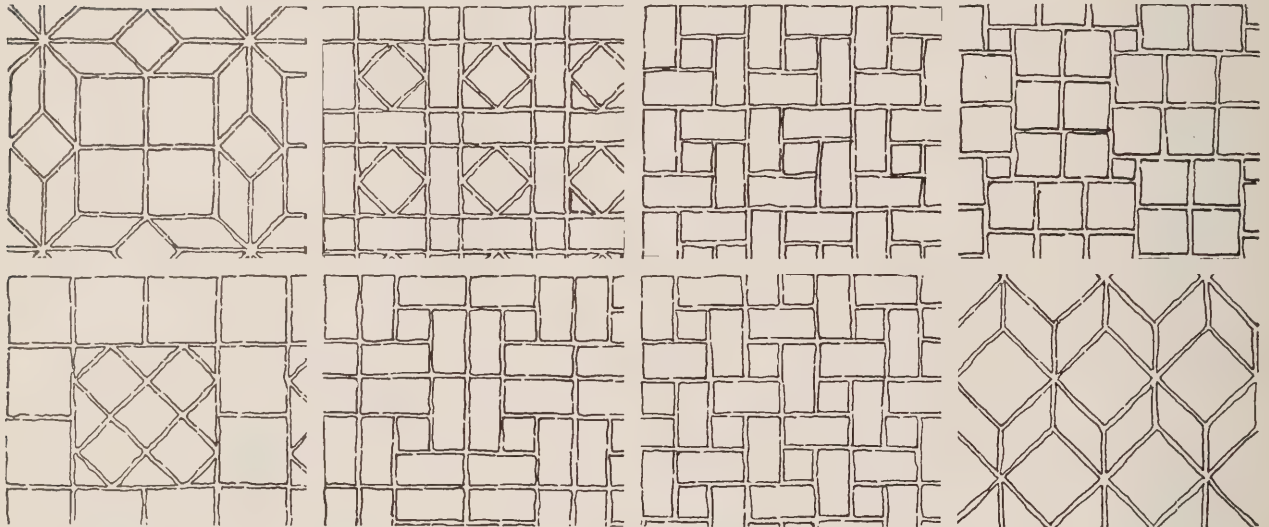


SIMPLIFIED ARTICULATING TILE SIZES

S Practically the entire field of classic floor and wall patterns (those based on the square and its diagonals) may be directly reproduced in the Flint Faience standard articulating sizes. Other familiar basic shapes are also available, such as the hex, long hex, rhomb, equi-triangular, fish scale, octagon, brickpoint, etc.—all with the distinctively Flint Faience articulating feature. Even the systems in many cases inter-articulate.



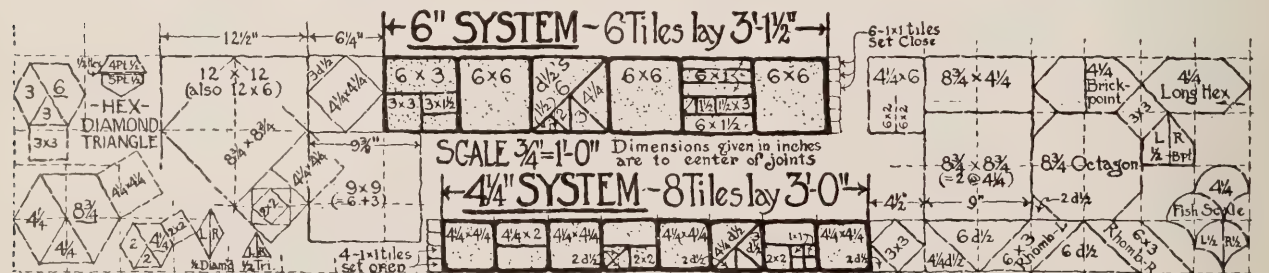
The floor patterns below, easily recognized from architectural books, are laid out in standard (minimum cost) shapes of glazed Flint Faience and unglazed Vitrocraft



HOW TO USE THE SIMPLE FF & TC SYSTEM: In laying out patterns of Flint Faience shapes, consider first there are but two basic systems: that founded on the 6 x 6 tile and that on the 4 1/4 x 4 1/4 tile. The simplest way, then, is to (a) work to a scale not larger than 3/4" = 1'-0"; (b) draw one line only as representing the joints; (c) space these lines for the various sizes as follows: For the 6" system lay out six 6" tiles to each 3'-1 1/2". For the 4 1/4" system lay out eight 4 1/4" tiles to each 3'-0".



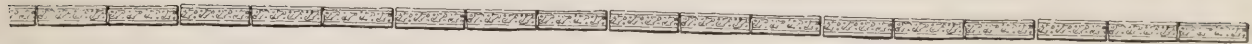
The above rules allow for the standard 1/4" joint on which the articulating of our standard sizes is based. All other tiles are exact divisors or multiples of the above—for example: 3 x 3 tiles lay 12 to 3'-1 1/2"; 2 x 2 tiles lay 16 to 3'-0"; i.e., half the size uses twice the number in a given distance, and so on. For full-sizing and large-scale layouts, exact sizes of our articulating tiles are shown below.



Nominal or Descriptive Size
Actual Size of Finished Tile
Laying-out Size with Standard 1/4" Joint.....





4 1/4"	$\left\{ \begin{array}{l} 1 \times 1 \\ 1 \frac{1}{8}'' \times 1 \frac{1}{8}'' \end{array} \right.$	$\left\{ \begin{array}{l} 2 \times 2 \\ 2'' \times 2'' \end{array} \right.$	$\left\{ \begin{array}{l} 4 \frac{1}{4} \times 4 \frac{1}{4} \\ 4 \frac{1}{4}'' \times 4 \frac{1}{4}'' \end{array} \right.$	$\left\{ \begin{array}{l} 8 \frac{3}{4} \times 8 \frac{3}{4} \\ 8 \frac{3}{4}'' \times 8 \frac{3}{4}'' \end{array} \right.$	6"	$\left\{ \begin{array}{l} 1 \times 1 \\ 1 \frac{1}{8}'' \times 1 \frac{1}{8}'' \end{array} \right.$	$\left\{ \begin{array}{l} 1 \frac{1}{2} \times 1 \frac{1}{2} \\ 1 \frac{5}{8}'' \times 1 \frac{5}{8}'' \end{array} \right.$	$\left\{ \begin{array}{l} 3 \times 3 \\ 2 \frac{7}{8}'' \times 2 \frac{7}{8}'' \end{array} \right.$	$\left\{ \begin{array}{l} 6 \times 6 \\ 6'' \times 6'' \end{array} \right.$	$\left\{ \begin{array}{l} 9 \times 9 \\ 9 \frac{1}{8}'' \times 9 \frac{1}{8}'' \end{array} \right.$	$\left\{ \begin{array}{l} 12 \times 12 \\ 12 \frac{1}{4}'' \times 12 \frac{1}{4}'' \end{array} \right.$
	*	2 1/4"	4 1/2"	9"		*	1 1/8"	3 3/8"	6 1/4"	9 3/8"	12 1/2"

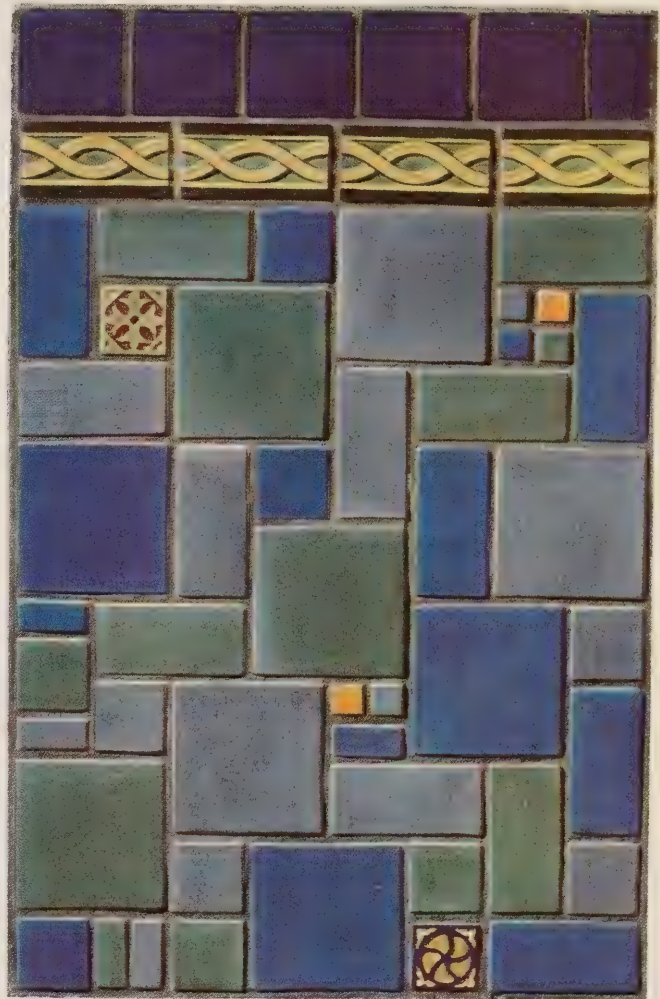
*1x1 tiles articulate in both systems: In the 6" system 6 to 6 1/4" (joint narrowed). In the 4 1/4" system 4 to 4 1/4" (joint opened).



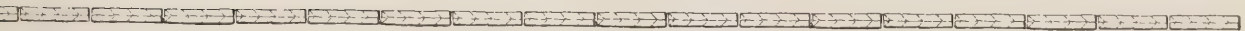
FAIENCE for the FLOOR

Telling when and when not to use Faience

 Glazed Faience (that is, hand-made glazed Faience) contrary to a wide impression, will stand up under relatively severe foot traffic. In residential use it will last a lifetime. This, therefore,  invites its use in the hall, sun parlor, library, porch, bathroom, and kitchen. The Flint Faience palette and color option facilitates creating effects from a Persian rug to ultra-modernistic; from cold academic to the most  homey sort of intimacy. For public buildings, corridors, and public walkways subject to severe use, however, the unglazed Vitrocraft is peculiarly adaptable and preferred. Its dignity harmonizes with either tile or  marble wall treatment.



Field of Rancier Pattern (6" random) in blue and blue-green Faience mixture



In case of building alterations, replacement of Flint Faience can be made in perfect match, for the colors do not change with time





Flint Faience & Tile Company

Subsidiary General Motors Corporation of Flint Michigan



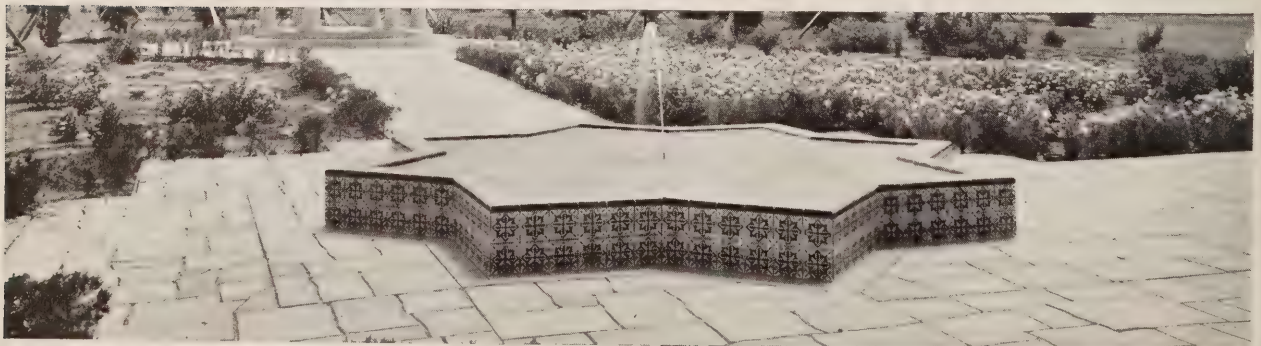
A Staircase, Philadelphia, Pa.
Executed in Flint Faience



Vestibule Floor; Box Design in Flint Faience




Garden Fountain, adapted from the Spanish; executed in Flint Faience tile







The FORMAL HANDLING of FAIENCE

Noting architectural acceptance of Faience as a major decorative material

 The architectural precedent of centuries is behind Faience, sometimes called Majolica tile. True Faience as made by us today is genuinely handmade at every process after the preliminary machine-milling of the plastic "body." With an architectural department professionally directed and a manufacturing plan standardized for efficiency, architects unhesitatingly may suggest Flint Faience of their own design, or with equal surety entrust entirely to us, projects demanding a true architectural note, however academic.



Colors: Brown-black F-2502 and Buff-white F-2300
Border, Peacock F-3039 and Orange F-2018

 Faience is not alone adapted to South-of-Europe styles. We have repeatedly secured with little more than simple groupings from our extensive palette, that unobtrusive dignity which completely establishes Faience as the broadest kind of medium 





Flint Faience & Tile Company

Subsidiary General Motors Corporation

of Flint Michigan



Two photos of individualistic design. At left, Logia using the all-over pattern shown in color on opposite page. Above, detail of entrance vestibule





Panel over entrance to shoe factory.
Executed in Flint Faience









MAKING YOUR OWN DESIGNS

Flint Faience, a veritable playground for the architectural imagination

 We have many thousand "Stock" designs in innumerable sizes, and all equally available in any desired color combination. We can also quickly supply flat tiles, decorated by our raised line process in special patterns of the  architect's own design. The time and cost are greater—just enough to cover the additional work. The procedure is simple. *Required*—A full-size outline drawing of the ornament, without  shading, and with the desired colors indicated. (See color chart in front of booklet.) *Time*—A few weeks only to produce. *Results*—Permanent, fired tile following your own drawing exactly  as detailed, and in the colors you yourself indicate.



Example of special design: Futuristic all-over

  We will gladly obtain estimates—installed complete—on any designs, including classic, personal, or futuristic, of your or our design. Our   Faience processes are admirably adapted to this sort of commission





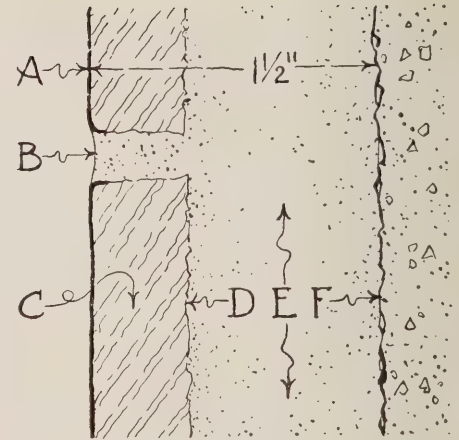
SPECIFICATION and Superintendence of FAIENCE TILE

Where Flint Faience is specified, the inspection problem as to the grade of tile is eliminated, since Flint Faience is made in but one quality only—the highest.

For the artistic appearance of the completed work, installed Faience of any make whatever depends pre-eminently on the material itself. For this reason it is recommended that in projects involving both Faience and commercial tile, they be separately specified in order to better insure the proper erection of each.

Two specification forms are here given—both from actual practice. The first (Short Form A) is suggested for work of unusual importance, where later additional study is desirable. The second (Short Form B) is for Faience tile work of average requirements.

An extended form is given only as to suggested points to cover: Methods of obtaining satisfactory high-class work vary widely the country over. The detailed procedure can usually best be safely entrusted to any competent Faience tile contractor, with responsibility for the satisfactory quality—practical and artistic—of the completed installation.



- A. Sanitary glass-like face of Faience.
- B. Wide, slightly sunken, cleanable joint.
- C. Sturdy, tough, almost unbreakable body.
- D. Rough back of tile, keys securely.
- E. Backing-up mortar takes firm hold.
- F. Foundation—concrete, or cement scratch-coat.



(Short Form A)

FAIENCE TILE Allow the sum of \$ _____ to cover installed Faience Tile work, labor and material complete. This work will be placed by the architect as a separate contract but assumed by the contractor under his general contract. All such tile will be of Flint Faience & Tile Company manufacture and is included in the following rooms and spaces: (list)

(Short Form B)

FAIENCE TILE will be required in the following rooms and spaces: (list) All material shall be of Flint Faience & Tile Company manufacture and according to its designs and approved by the architect.

COVERAGE NOTES FOR AN EXTENDED FAIENCE SPECIFICATION

The source of material should be made definite in order that all estimates may be fairly made on the same basis.

A solid foundation for Faience, strong and true, is absolutely required. It should be elsewhere specified, and brought to approximately $1\frac{1}{2}$ inches of the finished surface of the Faience tile. Discrepancies of measurements and other errors, particularly for installations of special design, can be covered by requiring their reporting, as discovered,

to the architect before setting the tile. Faience being handmade has characteristic variations in size and surface. Humoring and judgment are required to obtain a generally even surface and an apparently uniform joint width.

An acceptable joint width for Faience is $\frac{1}{4}$ ". Flint Faience tile sizes articulate on this basis.

Pointing of joints varies with taste; should be specified as to depth, finish, and color.

